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Press Release Document

FOR IMMEDIATE RELEASE

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Sally Beauty Teams with California Department of Health Services for 3rd Year To Promote Free Breast Cancer Screening Services

Sally Beauty is committed to empowering women in the fight against breast cancer. For the third year, Sally Beauty is partnering with the California Department of Health Services (CDHS) to promote free breast cancer screening services available through CDHS' Cancer Detection Programs: Every Woman Counts. Sally Beauty stores throughout California will be distributing specially designed bag-stuffer ads that encourage women to utilize the program, which provides free clinical breast exams and mammograms to uninsured women 40 and over. Until there is a cure for breast cancer, early detection and treatment are the best way to survive the disease.

For more information on California's breast cancer screening program, please go to: www.everywomancounts.org

Sally Beauty Company, Inc. is the world's largest distributor of professional beauty supplies. The company has 3,000 stores in the U.S., Puerto Rico, United Kingdom, Canada, Germany, Mexico and Japan. For further information, visit www.sallybeauty.com or call 1-800- ASK-SALLY for store location information.

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